



STATE OF IOWA
MASTER AGREEMENT
 Contract Declaration and Execution

EFFECTIVE BEGIN DATE: 11-01-2008
 EXPIRATION DATE: 10-31-2009
 PAGE: 1 of 3

VENDOR:

OMAHA WORLD-HERALD CO
STE 600
1314 DOUGLAS ST
OMAHA, NE 68102
USA

VENDOR CONTACT:

Steven Woods
PHONE: 402-444-3123 **EXT:**
EMAIL: steven.woods@owh.com

ISSUER:

JEANETTE CHUPP
PHONE: 515-281-6288
EMAIL: Jeanette.Chupp@iowa.gov

FOB FOB Dest, Freight Prepaid

Contract For: Advertisements for Recruitment

The parties agree to comply with the terms and conditions on the following attachments which are by this reference made a part of the Agreement. Attachment #1: General Terms and Conditions for service contracts posted at: http://das.gse.iowa.gov/terms_services.pdf. Attachment #2: Omaha World Herald, 2008 Advertising Rate & Data Sheet effective Sept. 1, 2008, on file with the Dept. of Administrative Services, General Services Enterprise.

Service Description: Provision of "local" Recruitment Advertising on an as-needed basis. This contract applies only to positions located in the following two (2) Iowa Counties:

- Mills County
- Page County

Recruitment Advertising shall be placed by the sponsoring State Institution: Glenwood Resource Center.

- Betty Hauger, Purchasing Agent, Phone 712-525-1449 or E-Mail: Bhauger@dhs.state.ia.us, or in her absence, Pam Stipe.
- Yearly Recruitment Dollar Volume Contract Plan: \$50,000 or more per year at the following Incolumn Rates:
- Per Line Per Day - Daily Line Rate: \$4.45
- Per Line Per Day - Sunday Line Rate: \$5.43

Additional Recruitment Advertising for positions in Mills or Page Counties may also be placed by other State Departments/Agencies under the same contracted rate plan such as Dept of Administrative Services, Bill West.

Omaha World Herald Advertising Contact:

- Ted Martin at Phone 402-444-1293 or 800-694-5455 ext.1293
- E-Mail: Ted.Martin@owh.com

RENEWAL OPTIONS

FROM 11-01-2009 **TO** 10-31-2010
FROM 11-01-2010 **TO** 10-31-2011
FROM 11-01-2011 **TO** 10-31-2012

AUTHORIZED DEPARTMENT

ALL

IN WITNESS WHEREOF, this Agreement has been executed by the parties hereto.

CONTRACTOR		STATE OF IOWA	
CONTRACTOR'S NAME (If other than an individual, state whether a corp., partnership, etc.)		AGENCY NAME	
<i>Omaha World-Herald Co</i>		<i>Iowa Dept. of Administrative Services</i>	
BY (Authorized Signature)	Date Signed	BY (Authorized Signature)	Date Signed
<i>Lawrence R. Fierman</i>	<i>12/19/09</i>	<i>Jeanette Chupp</i>	<i>Dec. 4, 2008</i>
Printed Name and Title of Person Signing		Printed Name and Title of Person Signing	
<i>1314 Douglas St. Suite 600</i>		<i>Jeanette Chupp</i>	
Address		Address	
<i>Omaha, NE 68102</i>		<i>1305 E. Walnut, Des Moines, Iowa</i>	



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LINE NO.	QUANTITY / SERVICE DATES	UNIT	COMMODITY / DESCRIPTION	UNIT COST / PRICE OF SERVICE
1	0.00000	915		\$0.000000
			COMMUNICATIONS AND MEDIA RELATED SERVICES	\$0.000000
			Recruitment Advertising	
			Recruitment Advertising	
			applicable ONLY for positions located in	
			- Mills County	
			- Page County	



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TERMS AND CONDITIONS

Terms & Conditions Service

The parties agree to comply with the terms and conditions on the following web site which are by this reference made a part of the Agreement.

General Terms and Conditions for service contracts are posted at: http://das.gse.iowa.gov/terms_services.pdf

Omaha World-Herald

2008 Advertising Rates & Data

Effective September 1, 2008



Omaha World-Herald

www.omaha.com

Contact Information

Terri Campbell (402) 444-1422
Marketplace Jobs Manager

Lacey Ross (402) 444-1450
Marketplace National Sales Representative

Larry Etienne (402) 444-1408
Marketplace Advertising Manager

Joan Miller (402) 444-1448
Telephone Sales Manager

Robbie Moffett (402) 444-1417
Marketplace Private Party Sales Manager

Brett Snead (402) 444-1425
Marketplace Autos Sales Manager

Deb Cavalier (402) 444-1455
Marketplace Homes Sales Manager

Vicki Denker (402) 444-1243
Advertising Operations Manager

David Sanders (402) 444-1475
Advertising Marketing Manager

Thomas Kastrup (402) 444-1429
Director of Advertising

David A. Winegarden (402) 444-1406
Vice President of Sales and Marketing

Marketplace Advertising (402) 342-6633
(800) 694-5455

Fax (402) 444-1299
(800) 792-1199

Customer Service (402) 342-6633

Online Customer Service (402) 444-1555

Digital Ad Transfer Services (402) 444-1222

Mailing address: Omaha World-Herald
1314 Douglas Street Suite 600
omaha.com Omaha, NE 68102-1811

Commissions & Credits

A. Commissions

For national advertising agency rate only, 15% commission to recognized advertising agencies.

B. Credit

All advertising is payable in advance, unless credit has been established with the Credit Department. It is agreed that where monthly credit is granted, all charges shall be due and payable the 15th day of the month following publication.

General Information Contract & Copy Regulation

- A. **Publisher's Liability for Error.** The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

- B. **Indemnification.** The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copy rights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.
- C. **Sequential Liability.** Any advertising agency establishing credit and placing advertising with the Omaha World-Herald shall be liable for payment of all media invoices. Any other written or verbal agreement or statement policy pertaining to "sequential liability" contained on insertion orders from the agency shall be subject to conditions stated under the Omaha World-Herald Credit Policy, which will be provided upon request. The terms of this Agreement may not be supplemented or revised by insertion order or other documents submitted by Agency or Advertiser to order or request advertising, it being expressly agreed that this Agreement shall govern the terms, rates, conditions and liabilities of and for all advertising hereunder.
- D. The Publisher reserves the right to reject or cancel at any time, edit, revise and properly classify all copy. Ads will be set to conform, as closely as possible, with specific instruction provided, using available type sizes, styles and headings.
- E. **Authorized abbreviations only.** The publisher cannot be held responsible for any errors that occur as result of illegibility or the necessity of interpretation.
- F. Check your ad. Marketplace ad users should check their advertisement in the first issue and report any error at once. No allowance can be made after the first issue nor will any adjustment exceed the amount paid for the space actually occupied by that portion of the advertisement in which an error occurred. Claims for adjustment must be recorded within 10 days from the date of insertion.
- G. When canceling a Marketplace ad, be sure to get a "cancellation number". This is your record, and it is important that you have it in the event of a misunderstanding or adjustment.
- H. **Box Numbers.** The advertiser may conceal identity by using a confidential box reply address. A charge of \$75.00 is added for this service (\$85 for custom box numbers). Box charges for Saturday or Sunday are the same as for one week day. Monday through Friday, your Marketplace ad appears in both the Morning and Evening World-Herald for ONE cost.
- I. Should any Government body levy a tax on any advertising covered by this rate card, such tax will become an additional charge to the advertiser, over and above the rates mentioned herein.
- J. Failure to receive checking copies is not recognized as a valid reason for withholding payment.
- K. **Copy and indemnification.** Advertiser shall indemnify and save The World-Herald harmless from any loss or expense resulting from claims or suits based on the contents of the copy submitted to The World-Herald. The World-Herald owns all right, title and interest (including copyright) to any article, content or creative work (including advertising or marketing materials) prepared or created by The World-Herald, its employees, contractors or representatives (collectively, the "Work Product"), The Work Product may not be used or published in any manner without The World-Herald's prior written permission other than in a publication owned by The World-Herald.

Marketplace Jobs Rates

5a RECRUITMENT MULTIPLE INSERTION PLANS (NON-CONTRACT) (NET)

4 lines minimum. Ads must run within a 14 day period to qualify for the 3-6 time price breaks. In order to receive multiple insertion price breaks, ad must be scheduled for that price break at the time of placement. Ads may be cancelled early and will then be re-rated to the multiple insertion rate earned. Rates are per line per day.

Line Rates Per line per day.

	Daily	w/Bold	Sunday	w/Bold
1-2 times	\$6.62	\$7.32	\$8.14	\$8.84
3-6 times	\$5.92	\$6.62	\$6.98	\$7.68

Display Rates Per inch per day.

	Daily	Sunday
1-2 times	\$98.19	\$120.73
3-6 times	\$87.81	\$103.53

5b YEARLY RECRUITMENT DOLLAR VOLUME CONTRACT PLANS

These contracts may be fulfilled by classified in-column line ads, classified display ads, color and online. Dollar Volume contracts begin the first of the month during which contract is signed. Advertiser has 12 months to fulfill Dollar Volume obligation subsequent to contract start date.

Incolumn Rates Per line per day.

	Daily	Sunday
\$2,500 or more per year	\$6.30	\$7.53
\$5,000 or more per year	\$5.04	\$6.19
\$10,000 or more per year	\$4.92	\$6.05
\$15,000 or more per year	\$4.73	\$5.81
\$25,000 or more per year	\$4.65	\$5.64
\$50,000 or more per year	\$4.45	\$5.43
\$100,000 or more per year	\$4.34	\$5.27
\$500,000 or more per year	\$3.49	\$4.26
\$600,000 or more per year	\$3.19	\$3.87

5b YEARLY RECRUITMENT DOLLAR VOLUME CONTRACT PLANS (CONTINUED)

Display Rates Per inch per day.

	Daily	Sunday
\$2,500 or more per year	\$93.44	\$111.68
\$5,000 or more per year	\$74.75	\$91.81
\$10,000 or more per year	\$72.97	\$89.73
\$15,000 or more per year	\$70.16	\$86.17
\$25,000 or more per year	\$68.97	\$83.65
\$50,000 or more per year	\$66.00	\$80.54
\$100,000 or more per year	\$64.37	\$78.16
\$500,000 or more per year	\$51.76	\$63.18
\$600,000 or more per year	\$47.31	\$57.40

5d IN-COLUMN ADS IN BOLD

In-column ads in bold are charged 70¢ additional per line above regular line rate for all lines in advertisement.

5e NATIONAL RATES (COMMISSIONABLE)

15% commission to recognized advertising agencies. To earn multiple insertion rates, ad must run within a 14 day period.

Line Rates Per line per day.

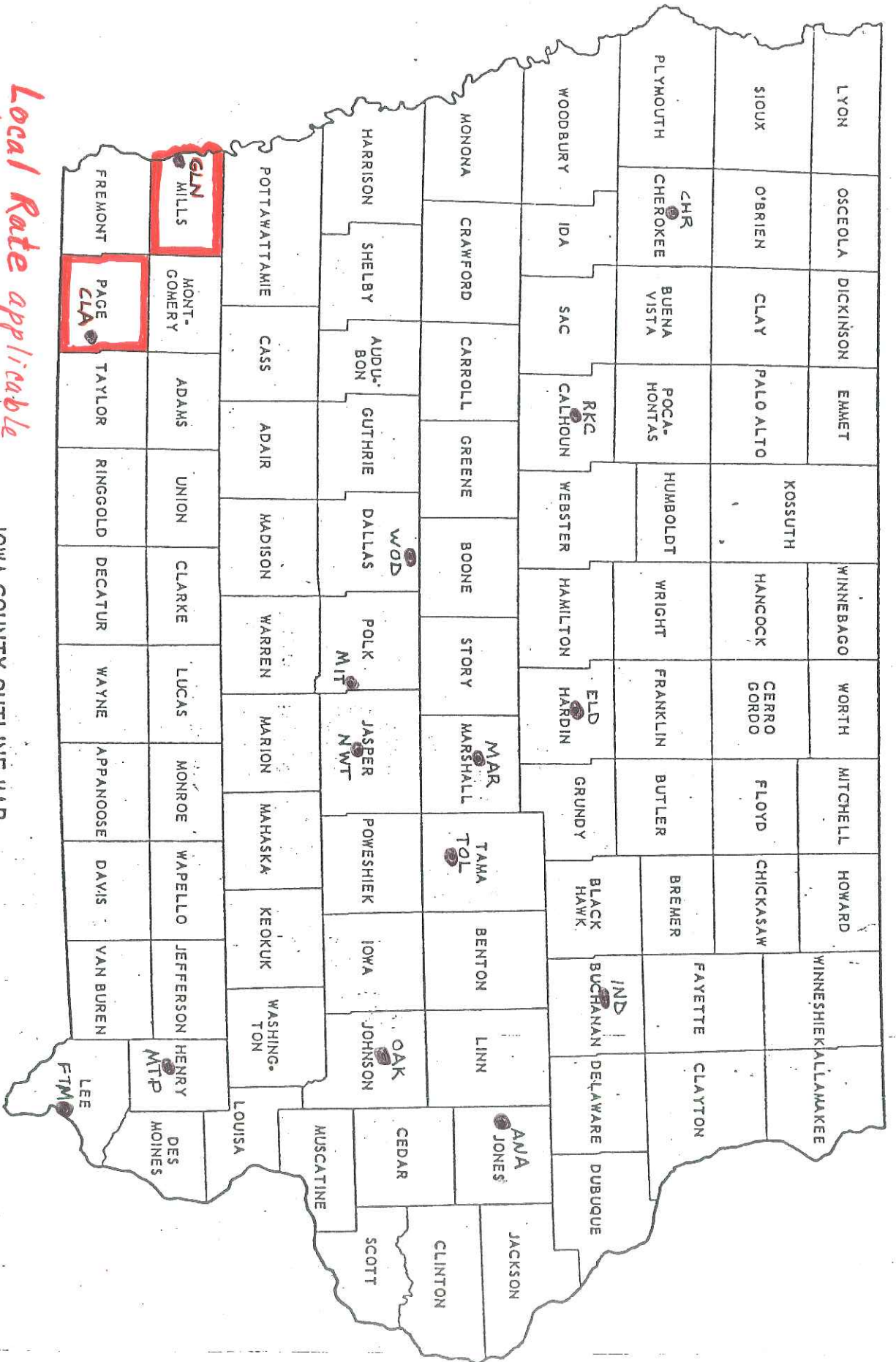
	Daily	Sunday
1 time	\$11.79	\$15.78
2 times	\$11.07	\$13.44
3-6 times	\$9.83	\$12.02
7+ times	\$9.38	\$11.39

Display Rates Per inch per day.

	Daily	Sunday
1 time	\$174.87	\$234.05
2 times	\$164.19	\$199.34
3-6 times	\$145.80	\$178.28
7-30 times	\$139.12	\$168.94

5f DISPLAY AD WEEKDAY PICK-UP

For special pricing on picking up Sunday display ads into daily Marketplace Jobs, please call your Account Executive at (402) 342-6633.



*Local Rate applicable
to Mills and Page County
only.*

IOWA COUNTY OUTLINE MAP